

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Gilad Odinak and  
Kam-Cheong Anthony Tsai

Attorney Docket No. INTL-I-1016

Serial No.: 09/884,854

Group Art Unit: 3625

Filing Date: June 18, 2001

Examiner: Yogesh C. Garg

Title: SYSTEM AND METHOD TO ASSOCIATE BROADCAST RADIO  
CONTENT WITH A TRANSACTION VIA AN INTERNET SERVER

**RESPONSE**

TO THE COMMISSIONER OF PATENTS:

The following response addresses the Office Action mailed on January 15, 2008.